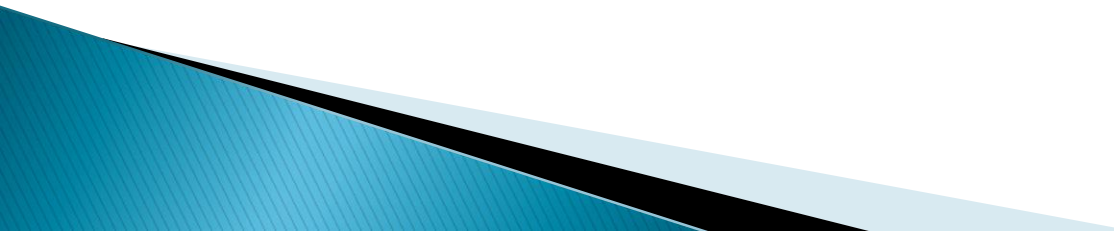


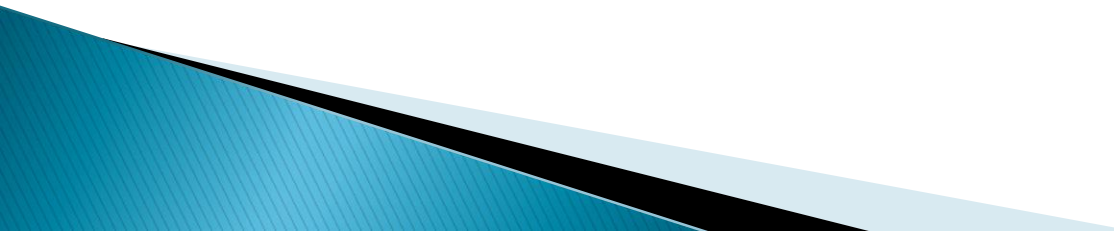
Coalition Building for Policy Change

Victoria Warren
Comprehensive Tobacco Control Program
Missouri Department of Health and Senior Services
Victoria.Warren@health.mo.gov 573-522-2824

Power Mapping

1. Who is the target?
 2. Who influences the target?
 3. What kinds of relationships are there between the influencers and the target (power lines)?
 4. Target the priority relationships.
 5. Make a plan.
- 

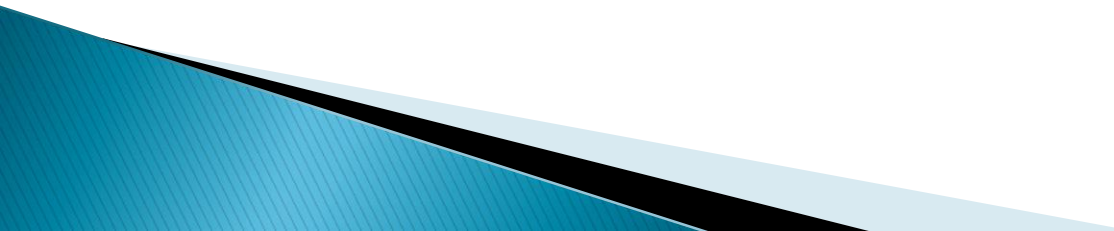
Power Map – Target?

- ▶ Who are likely power brokers who can help get the policy?
 - Council
 - Mayor
 - Civic leader
 - Faith leader
 - Health provider
- 

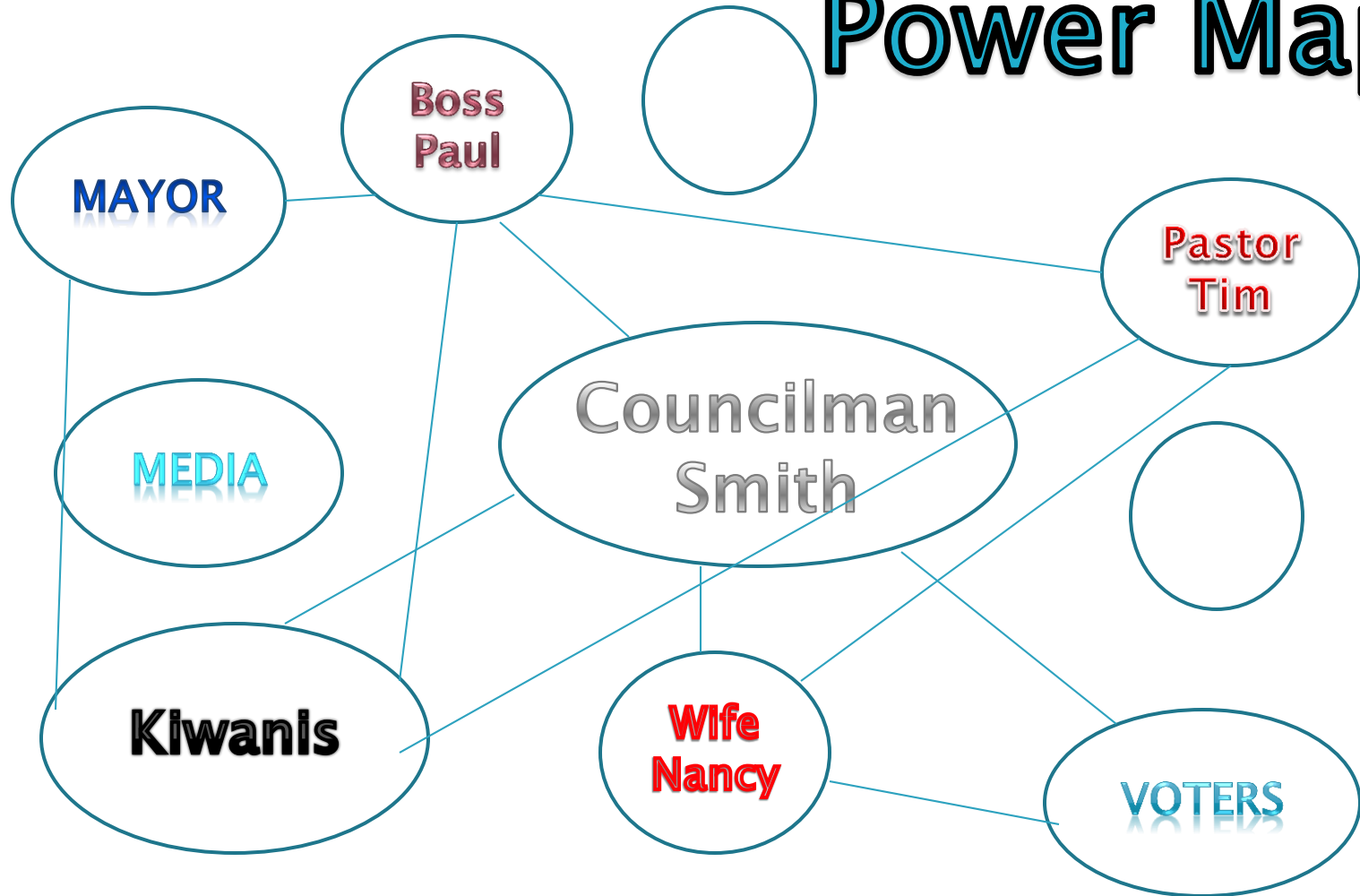
Power Map – Influencers?

- ▶ **Who has relationships?**
 - Think broadly
 - Be creative
 - Be strategic
 - Be thorough
- ▶ **Examples: family, civic, work, faith,**

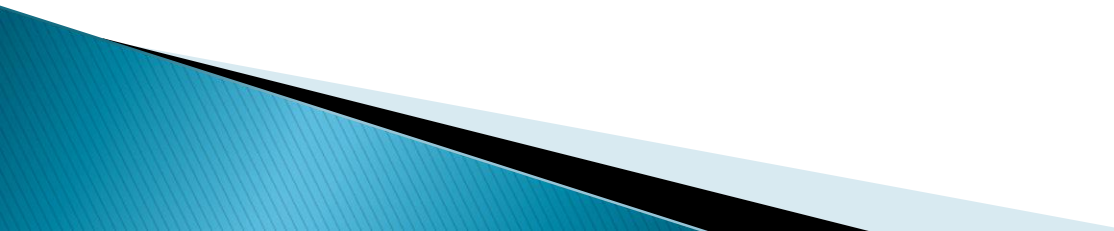
Power Map – Power lines?

- ▶ **Nodes of power**
 - How many relationships in common with the target?
 - How many relationships in common with each other?
 - ▶ **What about relationships to the forming coalition?**
- 

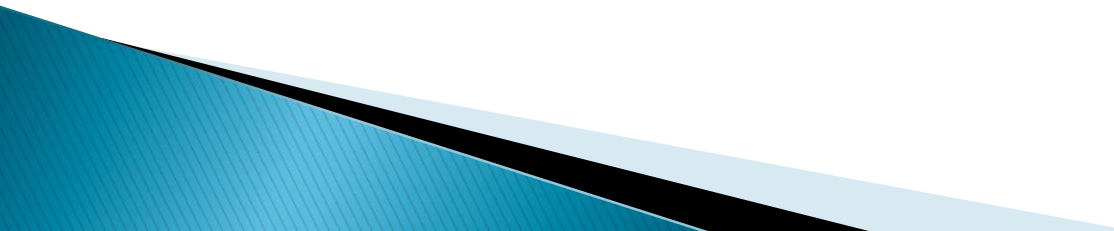
Power Map



Power Map – Target Relationships

- ▶ **Analyze connections**
 - ▶ **Who seem to be most connected to target?**
 - ▶ **Critical relationships, influencers**
 - **Target them**
 - **More power mapping of these new targets?**
- 

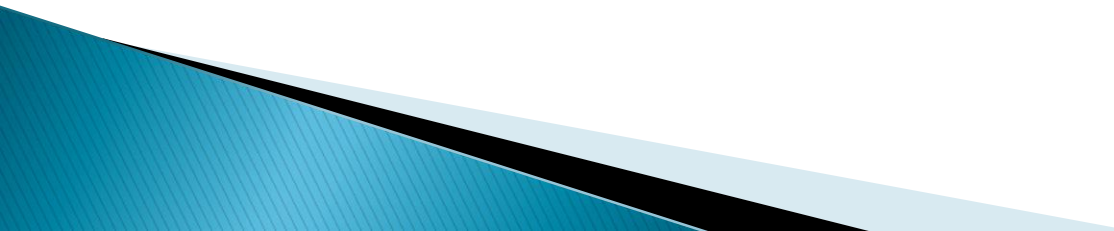
Power Map – Plan

- ▶ Who to start contacting?
 - ▶ Who will talk to whom?
 - ▶ What are your key talking points?
 - ▶ Etc.
- 

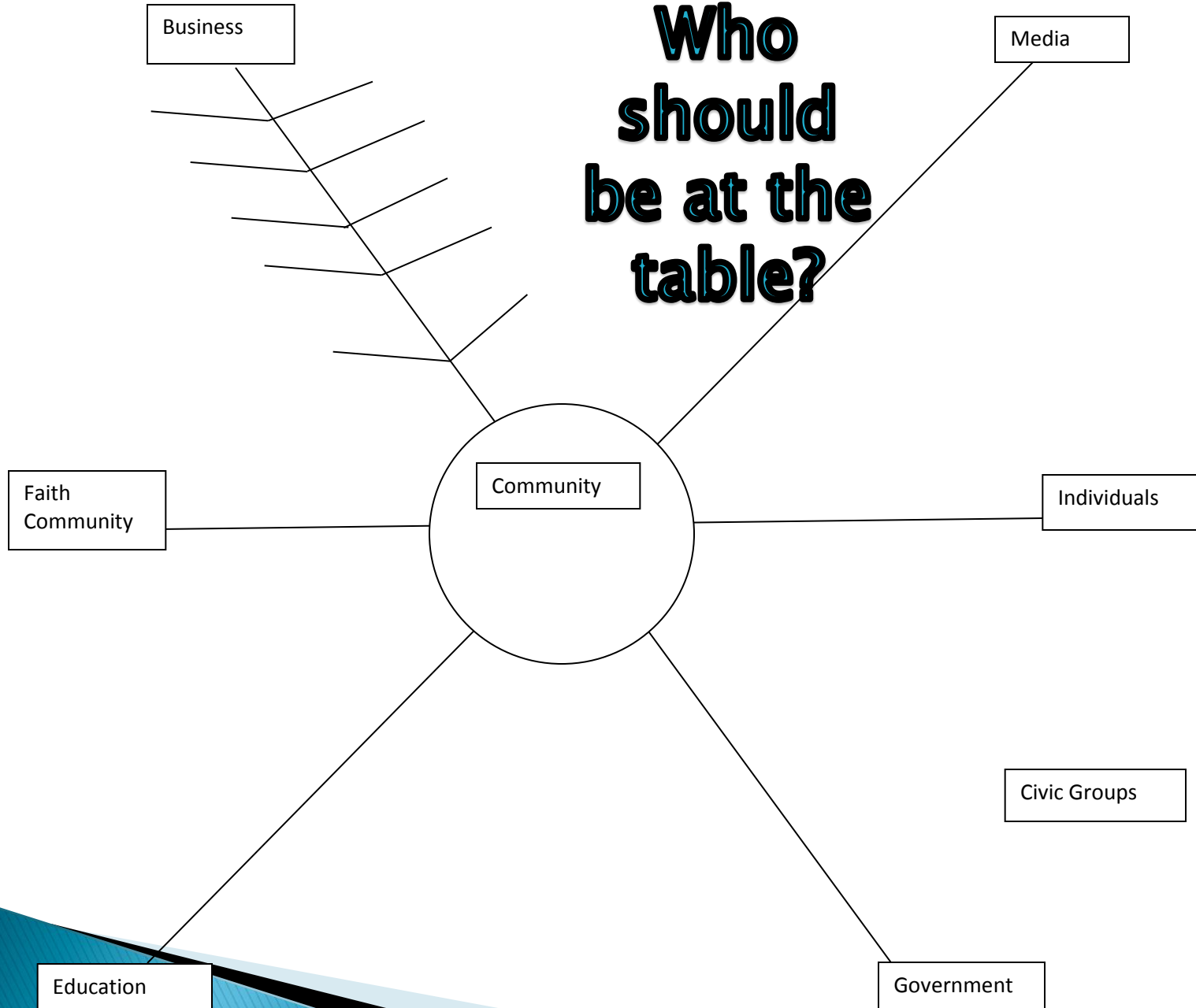
Practice!

- ▶ In small groups do a sample power map
- ▶ Report back to the large group

Coalitions need:

- ▶ **Leaders**
 - ▶ **Many members**
 - **Organizations**
 - **Individuals**
 - ▶ **Represent whole community**
 - ▶ **Diversity**
- 

Who should be at the table?



Practice!

- ▶ In small groups do a sample matrix of people and groups who should be at the table
- ▶ Report back to the large group

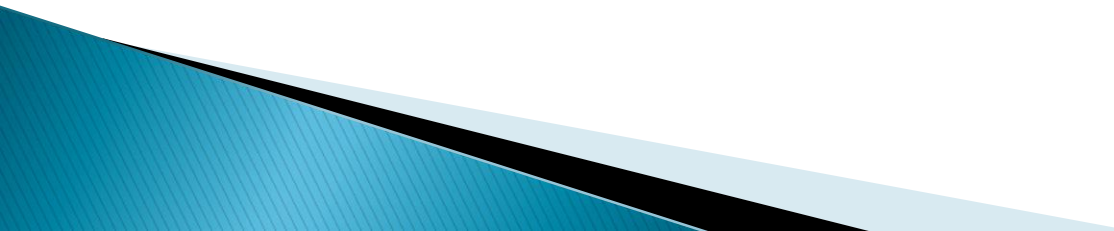
Why do people get
involved in groups?

**Why would they want to
get involved in your
smokefree coalition?**

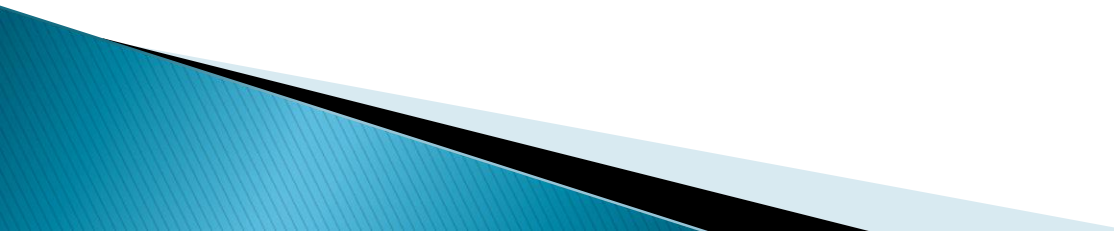


**How can you keep
coalition members
engaged and
motivated?**

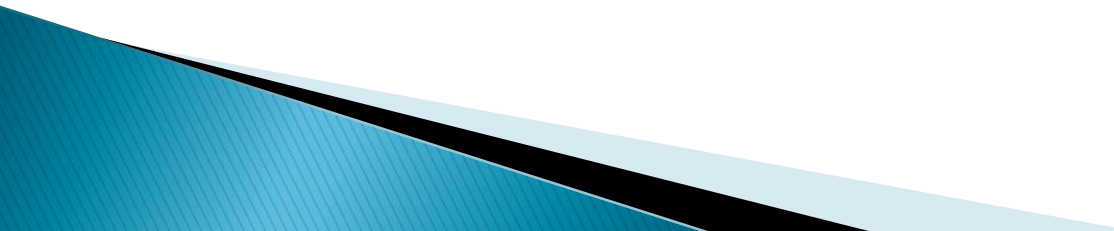
The Smokefree Process (simplified)

1. Identify potential coalition members for community smokefree coalition
 2. Form local coalition
 3. Draft action plan & timeline (i.e. community education*, media, grassroots)
 4. Begin community education campaign (at least 6 months)
- 

The Smokefree Process (simplified)

5. Educate governing body, identify champions for smokefree
 6. Introduce model smokefree ordinance and start campaign for passage
 7. Pass model ordinance
 8. Promote implementation
 9. Protect ordinance from legal challenges, etc.
- 

Community Education – Why do it?

1. **Community buy-in: Won't want what don't understand**
 2. **Strong volunteer base: Get grassroots support when understand**
 3. **Partnerships: Find organizations to help**
 4. **Sustainability: Solid foundation**
- 

Community Education – 4 How-to steps

1. Educate yourself on the issues
2. Get your message out into the community
3. Educate key players and decision makers
4. Build a list of supporters

OVERALL – Strong community presence!



Small group discussion facilitated by Community Policy Specialists